



J. Breck Blalock
Director
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February 9, 2011

Via Electronic Submission

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: ***Notice of Oral Ex Parte Communication: CG Docket No. 09-158, GC Docket No. 10-207, FCC No. 10-180***

Dear Ms. Dortch:

This letter is to inform you that on February 8, 2011, Charles W. McKee and Breck Blalock of Sprint Nextel Corporation ("Sprint") met with Matthew Warner, Christina Clearwater, Lynn Ratnavale, Rebecca Hirselj, William Freedman, Richard Smith, Arthur Scrutchins, Kurt Schroeder, and Elizabeth Lyle of the Federal Communications Commission ("FCC") to discuss issues raised by the FCC's August 2009 Notice of Inquiry (NOI) in the above-captioned dockets and other matters relating to consumer disclosure.

Sprint emphasized that over the last several years Sprint has devoted itself to improving customer satisfaction and to establishing Sprint as the industry leader in customer care. In particular, Sprint has worked to eliminate concerns about rate plans and customer overages by shifting focus to unlimited "Simply Everything" and "Any Mobile Anytime" rate plans and also increasing Sprint's focus on prepaid options for consumers.

Sprint described Sprint's point of sale (POS) customer disclosure process, which is designed to ensure that customers receive all the information needed to make informed choices and to avoid later customer care issues. Sprint described its "Ready Now" program where a Sprint retail associate works with each customer to ensure that the customer obtains the right plan and phone and understands how to use the phone before leaving the store. Sprint also described Sprint's checklist process for ensuring that customers understand the terms and conditions of their plan, the estimated charges they will incur, how Sprint's prorated early termination fee (ETF) works, and other plan details.

Sprint talked about Sprint's post POS customer care follow-up process. Sprint described its industry leading "Sprint Free Guarantee," which allows customers to try Sprint service for free for the first 30-days without incurring any ETF or usage fees including restocking fees.

Sprint discussed its welcome letter, which is sent to customers generally within a day or two after the POS and prominently discloses the terms of services and contract details. Sprint also explained that Sprint provides customers with their first bill within 7-10 days of activation. By receiving the welcome letter and first bill soon after activation and well before Sprint's 30-day trial period concludes, consumers have a good chance to reaffirm they chose the right plan or alternatively cancel service or change their plan.

Sprint described the many tools that Sprint makes available to customers to ensure that they continue to have the ability to manage their services throughout their contract term. Through Sprint's "MySprint" web portal, customers can access their usage history and Sprint's "Plan Optimizer," which allows customers to explore other plans that might better match their usage habits. Sprint described its "Right Plan Promise," which permits customers to change their plan, up or down, to better suit their usage without charge or changing the contract term. Sprint also described other tools such as on line and text usage alerts that are available to customers through MySprint.

Finally, Sprint discussed its contractual arrangements with 3rd party content aggregators, Sprint's process for billing for 3rd party content, and Sprint's process for resolving customer disputes over bills for such content. Sprint emphasized that Sprint demands adherence to the Mobile Marketing Association guidelines, which Sprint helped develop. Sprint also described tools such as Sprint's parental controls and other features that Sprint customers can use to avoid unwanted 3rd party charges.

All of Sprint's comments were consistent with Sprint's filings in the above captioned dockets.

Pursuant to Section 1.1206 of the Commission's rules, this letter is being electronically filed with your office. Please let us know if you have any questions regarding this filing.

Respectfully submitted,

/s/ J. Breck Blalock
J. Breck Blalock
Director, Government Affairs

cc: (via e-mail)
Matthew Warner, Christina Clearwater, Lynn Ratnavale, Rebecca Hirselj,
William Freedman, Richard Smith, Arthur Scrutchins, Kurt Schroeder, Elizabeth Lyle